

Choice of information system for Russian companies

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Abstract

© Published under licence by IOP Publishing Ltd. The relevance of work is caused by the importance of an integrated approach to automating the business processes of organizations. Understanding the relevance of the problem came to Russia with some delay, in comparison with the West. Recently the interest in information technologies, which are inseparably linked with a concept of an information system of the corporate level and capable to provide effective management of the entity, has grown. Also the modern models of information technologies allow one to put into practice methods of the game theory by means of which it is possible to count and predict important results and on its basis to make the right management decision. The purpose of this work was to choose an optimal information system and to research efficiency of its application for the pharmaceutical company Pharmstandard. Mathematical and marketing methods were used during the research. The choice of a certain corporate information system and calculation of efficiency of its usage and a payback period are the result of the work. Results of the conducted research can be used by the specialists of various industrial enterprises for development of the competitive activities in the sphere of strategic planning.

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